

"BOX OFFICE OUTLOOK BIG" ... *Hollywood Reporter*

"THE KING PIN OF ALL" ... *Motion Picture Herald*

"IN THE BIG HIT CATEGORY" ... *Motion Picture Exhibitor*

"CONTENDER FOR TOP BOX OFFICE" ... *Variety*

AL CAPONE

Shocking! \$2,000,000 A WEEK FROM VICE and CRIME!

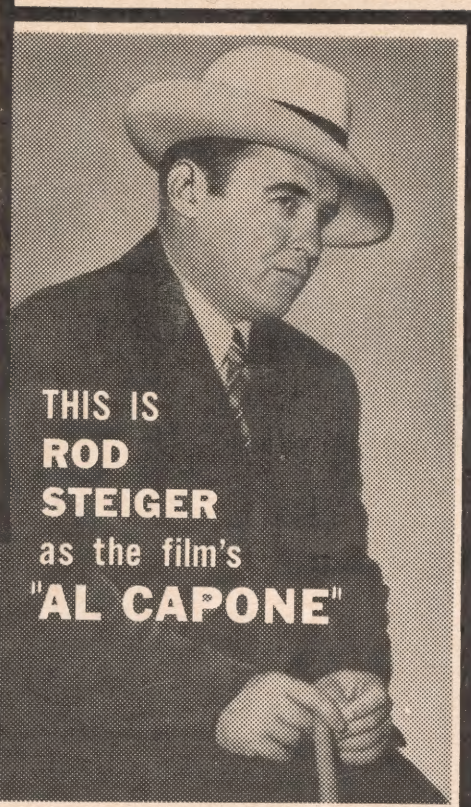
The No. 1 Underworld King of All Time!

AL CAPONE



THIS IS
THE **REAL**
AL
CAPONE

(An actual
photo)



THIS IS
ROD
STEIGER
as the film's
"AL CAPONE"

He ruled America's
most roaring era!
He invented the
rub-out and the
one-way "ride"
... and organized
the crime syndicate
we are still
fighting today!

**AUTHENTIC!
UNCUT!**

HE COULD
BUY ANY-
THING OR
ANYONE HE
WANTED!



STARRING **ROD STEIGER** • CO-STARRING **FAY SPAIN** • **JAMES GREGORY** • **MARTIN BALSAM** • WITH **NEHEMIAH PERSOFF** • **MURVYN VEE** • An ALLIED ARTISTS Picture
Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON • Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RANSIN • A BURROWS-ACKERMAN PRODUCTION

Here's Your **OPENING DAY AD** Ad Mat No. 501—5 Col. x 108 Lines

FROM THE HOLLYWOOD REPORTER

'CAPONE' GUTTY RE-CREATION OF CHI GANGLAND WAR ERA

Burrows, Ackerman And Wilson Prod'n B.O. Outlook Big

"AL CAPONE"
(Burrows-Ackerman Prod.-Allied Artists)

Producers.....John H. Burrows, Leonard J. Ackerman
Director.....Richard Wilson
Screenplay.....Malvin Wald, Henry F. Greenberg
Photography.....Lucien Ballard
Production design.....Hilyard Brown
Set decoration.....Joe Kish
Music editor.....David Raksin
Sound.....Harry Eisen, Tom Lambert, Charles Schelling

Film editor.....Walter Hannemann
Cast: Rod Steiger, Fay Spain, James Gregory, Martin Balsam, Nehemiah Persoff, Murvyn Vye, Joe De Santis, Lewis Charles, Robert Gist, Sandy Kenyon, Raymond Bailey, Al Ruscio, Louis Quinn, Ron Soble, Steve Gravers, Ben Ari, Peter Dane.
(Running time — 104 minutes) ..

This Burrows-Ackerman production is not only promising of the rich boxoffice rewards of "John Dillinger" and "Baby Face Nelson," but it deserves serious consideration as a work of cinematic art. The authors, Malvin Wald and Henry F. Greenberg, showed rare discretion in presenting the Chicago gang wars of the 1920's as they really were. But when they dramatize, for the sake of pleasing the public, they dramatize exceedingly well. They used a fictional love story, which gives

Fay Spain some great scenes, in a way to demonstrate one of Capone's most evil practices—that of torturing some poor joker into admitting, before witnesses, the guilt for some crime he, himself, had committed and then knocking the supposed culprit off before the law had a chance to examine him. Thus, Miss Spain, widow of a waiter casually murdered, is persuaded to accept the gangster's affections. She winds up screaming for him to kill her.

Rod Steiger always gives a good performance but, as Capone, he steps out of himself to do something special. Using none of the actor's tricks or mannerisms audiences have become familiar with, he paints a startlingly new portrait of a cunningly shrewd hoodlum who blows his stack in all-out rages whenever his will is crossed. His interpretation is much more close to that of the original than the one in "Scarface." It is stark, with no self-pity or sentimental extenuation. He has been assisted by the discrimination of Russell Hanlin's and Sabine Manela's wardrobe. Without giving the film a dated look, it emphasizes the identifying apparel that newshots and books have made the public conscious of—the snap-brim pearl grey hats and the wide-striped beach robe he wore in Florida.

Richard Wilson's direction is notable for its avoidance of stock gangster cliches. The actors successfully strive to recreate the auras of the men they represent rather than absolute physical likenesses. Joe De Santis is Colosimo, a perfect representative of the oldtime jovial Italian politician that Capone blasted out of existence. Nehemiah Persoff has the worried air of holding a tiger by the tail that Johnny Torrio had.

Robert Gist is just as phonily hale and hearty as Dion O'Banion was when he got gunned to death during a handshake. Murvyn Vye ably evokes the sinister shadow of Bugs Moran and Lewis Charles is morosely accurate as Hymie Weiss. Martin Balsam is a dramatically revealing newspaper man who betrayed his profession by running with the rats and thinking he could get by with it.

Because any story of riotously solvent villainy gets monotonous without a virtuous antagonist, the authors build up a strong role for James Gregory, a police captain who remains straight and efficiently on the job despite attempted payoffs. But they do not affront accuracy by having him get his man. If my memory does not betray me, they exaggerate a little the beating that Capone received from fellow inmates at Alcatraz. But this is acceptable, too, for the audience wants to see him get his lumps.

David Raksin's score and the editing of Walter Hannemann get an almost Shakespearean beat and rhythm into this tale of recent violence. Raksin is said to have turned to the Bard's Chronicles for the pattern of his music and the result gives the film a curiously classic quality. Lucien Ballard photographs the Valentine's Day Massacre and an intimated Cicero election with casual callousness. Sets, including Capone's headquarters and a subway constructed under the supervision of George Troast from the production designs of Hilyard Brown, establish a new spaciousness for Allied Artists productions. Relentlessly accurate to the last, the film ends by saying that Capone's rackets did not die with him. This is a good gutty story. But no fairy story.

— Jack Moffitt.

FROM THE FILM DAILY

"Al Capone"

With Rod Steiger, Fay Spain, James Gregory, Martin Balsam and Nehemiah Persoff.

Allied Artists

POWERFUL REPRESENTATION OF THE PRINCIPAL EVENTS IN THE CRIMINAL CAREER OF A GANGSTER WHOSE WAYS AND MEANS OF ACCOMPLISHING POLITICAL CONTROL OF A CITY BECAME A PATTERN STILL BEING FOLLOWED WHEREVER CIVIC AUTHORITY FALTERS.

105 Mins.

DIRECTION: Excellent.

PHOTOGRAPHY: Graphic.

This powerful production by John H. Burrows and Leonard J. Ackerman may turn out to be the definitive gangster picture of all time. It tells the story of Al Capone in straight terms, harsh, brutal, unrelieved by sentimentalizing or phoney extenuation.

As played by Rod Steiger, whose already well demonstrated talent rises here to a plane of professional achievement seldom won in any acting medium, Capone is a ruthless killer of people, a perverter of justice, an all-around bad man in good clothes. The evil he practiced upon a placid population with the connivance of a venal police force and city hall is shown vividly, authentically, dramatically. And the good to be done by this vivid, authentic, dramatic showing of that evil may be great indeed.

The scene is, of course, the Chicago of the 1920-34 era of good times and bad, the legendary 'Twenties of plush spending and the early 'Thirties of harder times when the legalizing of beer sent the gangsters into the big business of selling protection at gunpoint to honest citizens.

The general outline of the Capone story of this colorful era is too widely and well known to warrant detailed synopsis. Sufficient to say here that the employment and killing of Reporter Jake Lingle, the St. Valentine's Day Massacre, the murderings of Big Jim Colosimo, Dion O'Banion, Hymie Weiss and many another, are included in the telling, starkly and intimately, of the unglamorized story of an outlaw unequalled in his mastery of the tools of infamy.

The screenplay by Malvin Wald and Henry F. Greenberg is tightly written, with dialogue fitting closely the talk of the time and the purpose of the producers, two young men whose researching of the subject took them to every scene in the story and to eyewitnesses still alive to tell of what went on.

The direction by Richard Wilson makes the characters and the action, much of which is lightning-swift, come clear as today to the viewer. (A written-in fiction concerning a widow of an innocent bystander does not detract from the mainstream of the story, and may add a little in the way of credibility for folks who, understandably, may find the incredible facts of the story hard to take neat).

Probably the best of the many fine supporting performances are given by Nehemiah Persoff as Johnny Torrio, Lewis Charles as Hymie Weiss, Robert Gist as O'Banion and Fay Spain as the widow. A dozen others measure up closely to these.

CAST: Rod Steiger, Fay Spain, James Gregory, Martin Balsam, Nehemiah Persoff, Murvyn Vye, Joe De Santis, Lewis Charles, Robert Gist, Sandy Kenyon, Raymond Bailey, Al Ruscio, Louis Quinn, Ron Soble, Steve Gravers, Ben Ari, Peter Dane.

CREDITS: Produced by John H. Burrows and Leonard J. Ackerman; Directed by Richard Wilson; Written by Malvin Wald and Henry F. Greenberg; Photographed by Lucien Ballard; Music by David Raksin; Film editor, Walter Hannemann.

FROM DAILY VARIETY

Al Capone
(Gangster Meller)

ALLIED ARTISTS RELEASE of John H. Burrows-Leonard J. Ackerman production. Director, Richard Wilson; screenplay, Malvin Wald and Henry F. Greenberg; camera, Lucien Ballard; editor, Walter Hannemann; music, David Raksin; sound, Tom Lambert.

CAST: Stars Rod Steiger; costars Fay Spain, James Gregory, Martin Balsam; features Nehemiah Persoff, Murvyn Vye; with Joe De Santis, Lewis Charles, Robert Gist, Sandy Kenyon, Raymond Bailey, Al Ruscio, Louis Quinn, Ron Soble, Steve Gravers, Ben Ari, Peter Dane.
PREVIEWED at the studio Feb. 4, 1959.
Running time: 105 mins.

A tough, ruthless and generally unsentimental account of the most notorious gangster of the prohibition-repeal era, Allied Artists' "Al Capone" is a contender for top boxoffice. It is also a very well-made picture, jarring at times in its devotion to the last bloody details, but with importance and significance observed, though not stressed. John H. Burrows and Leonard J. Ackerman produced the realistic film and Richard Wilson has given it fine direction.

Without excusing Capone in any way, the screenplay does make clear that Capone was an effect of lax and immoral law enforcement, rather than a cause of it. Capone, played by Rod Steiger, is shown as an amoral, probably psychotic person with a native genius for sonality with a complete lack of inhibition about the methods he employed, he became rich and famous in a way that seemed to him good and just. Nobody was more genuinely surprised than Capone when the revulsion his acts caused finally overwhelmed him. Without attempting to be conspicuously significant, the film also makes clear that the tentacles Capone put into respectable business are still, to some extent, there today, controlled by other men outside the law and in some cases apparently above it.

Some of those named in "Al Capone" are given pseudonyms, such as the reporter for a Chicago paper (Jake Lingle), who became a part of the Capone outfit and was murdered when he misguidedly changed sides. Others are called by correct names.

The story picks up when Steiger

is brought to Chicago as a low-grade torpedo by a fellow-countryman, Nehemiah Persoff, to act as man, Nehemiah Persoff, to act as man, Capone begins his rise when he murders the local political boss, Joe DeSantis, and eventually takes over Persoff's territory. He teams with Bugs Moran and Dion O'Banion to divide Chicago into territories. Each gang is to respect the other's territory. Naturally this treaty is eventually dissolved in blood, and reaches its climax in the St. Valentine's Day massacre. It was this event that finally convinced a great many people that the Capone mob and its associates were not just a group of ciates were not just a group of ciates were not just a group of ciates, especially frisky businessmen, and Federal action put Capone away.

"Al Capone" contrives no happy ending. There is no claim that by Capone's imprisonment and his subsequent death from paresis, gangsterism and racketeering have been obliterated—to the contrary. Using a semi-documentary style, with occasional narration from an honest cop, James Gregory, it is made clear that this story of a generation ago has particular pertinency today, it is legitimate exceptionally tense melodrama.

Steiger gives the best performance of his film career in "Al Capone," mostly free of obvious technique, getting inside the character both physically and emotionally. Fay Spain the romantic attachment of Capone's life, plays well. James Gregory as the honest cop, Martin Balsam as the dishonest reporter and Persoff as Capone's mentor give skillful performances. Others who register include Murvyn Vye, Joe DeSantis, Lewis Charles, Robert Gist, Sandy Kenyon and Raymond Bailey.

Richard Wilson's splendidly-paced direction, his care with development of his characters, and his attention to their personalities are the greatest contributions to the film's success.

Lucien Ballard's camera work is superb, and it is enhanced by Walter Hannemann's editing. Other important assets are the Raksin score, a judicious combination of '20's jazz, operatic themes and straight mood music; and the imaginative art direction by Hilyard Brown. **Power.**

from
Nationally Syndicated
LOUELLA O. PARSONS

I saw the completed movie, "Al Capone." The Allied Artists picture has been handled with such force and integrity that it can be considered nothing less than a great moral lesson against the exploits of the No. 1 racketeer and gangster. It comes as an awful shock to realize that the "organization" methods Capone brought to crime are still in operation today!

In line with my newspaper job, I interviewed

Capone years ago in Chicago. In fact, I saw him twice and on both occasions he was trying to get me to get The Chicago American to give his dog races as much space as the horse races. The paper wasn't intimidated and refused. Rod Steiger, who plays Capone, and bears an uncanny likeness to the Chicago underworld lord, gives a vivid and viciously remarkable performance.

By LOUELLA O. PARSONS

CHICAGO SUNDAY TRIBUNE MAGAZINE



"Scarface Al" Capone said this was his favorite self photograph.



Rod Steiger emulates Scarface's pose for his role in Capone film.

HOLLYWOOD SHOOTS CAPONE

Black Days in Chicago History Are Re-enacted as Rod Steiger Plays the Infamous Gang Chief in Bullet-Punctured Film

By William Leonard

HOLLYWOOD, which has made film biographies of everyone from Fred set its sights on Al Capone, has now

'Al Capone' Breaks Through As Top-Grade Entertainment

(Review)

One of the most important products ever to come out of Hollywood, Allied Artists' "Al Capone," Rod Steiger starring picture, opened yesterday at the theatre.

Packed with excitement and authentic integrity, "Al Capone" is the film the world dared Hollywood to make for a period of 10 long years.

Beautifully presented, the high-budget film tells the life story of this country's most powerful and ruthless gang chief, from the day, in 1920, when he, a tough hustling hoodlum, arrived in Chicago until, on January 25, 1947, he died, broken in mind and health.

Steiger, who won an Academy Award nomination for his superb acting in "On The Waterfront," and who also won television's highest award for portrayals in "Marty" and "A Town Turned To Dust," seems to be hand-picked for the role of the relentless and power-hungry Capone.

Feminine interest in the Burrows-Ackerman production is Fay Spain, who will be remembered for her portrayal of hoydenish and completely feminine Darling Jill in "God's Little Acre." Undoubtedly the most important role of her burgeoning career, Fay's portrayal of the woman in Capone's life is packed with suspense, a high dramatic value and sex.

Producers John H. Burrows and Leonard J. Ackerman have gone to great length to pick a supporting cast for "Al Capone." For Schaefer, the relentless, hood-hunting cop who doesn't give up on Capone until he places him behind bars at Alcatraz, he chose brilliant James Gregory of the New York stage. Equally brilliant New Yorkers were chosen for other supporting roles. They include Nehemiah Persoff as Johnny Torrio, Murvyn Vye as Bugs Moran, Martin Balsam as the quivering reporter Keely, Lewis Charles as Hymie Weiss, Robert Gist as O'Banion and Joe De Santis as Big Jim Colosimo. All men give stand-out performances.

Avoiding the cheap cliches of the average "gangland" picture, "Al Capone" tries, and succeeds admirably, in getting the story behind the story — the reasons why a tough hoodlum was able to rise to such prominence that no law in the

country (until the Federal government moved in with income tax charges) could touch him.

But although it has much to recommend it from a documentary nature, "Al Capone" is first and last good entertainment, keeping alive a taut suspense that starts with the opening frame and continues to the final fade-out. When Academy Awards are again in the news, Rod Steiger's name will once more be one to contend with.



AL CAPONE NO. 1
Rod Steiger, who stars in the Burrows-Ackerman production of "Al Capone" for Allied Artists, is seen in an oil painting by Reynolds Brown. Fay Spain co-stars. The film is at the theatre.

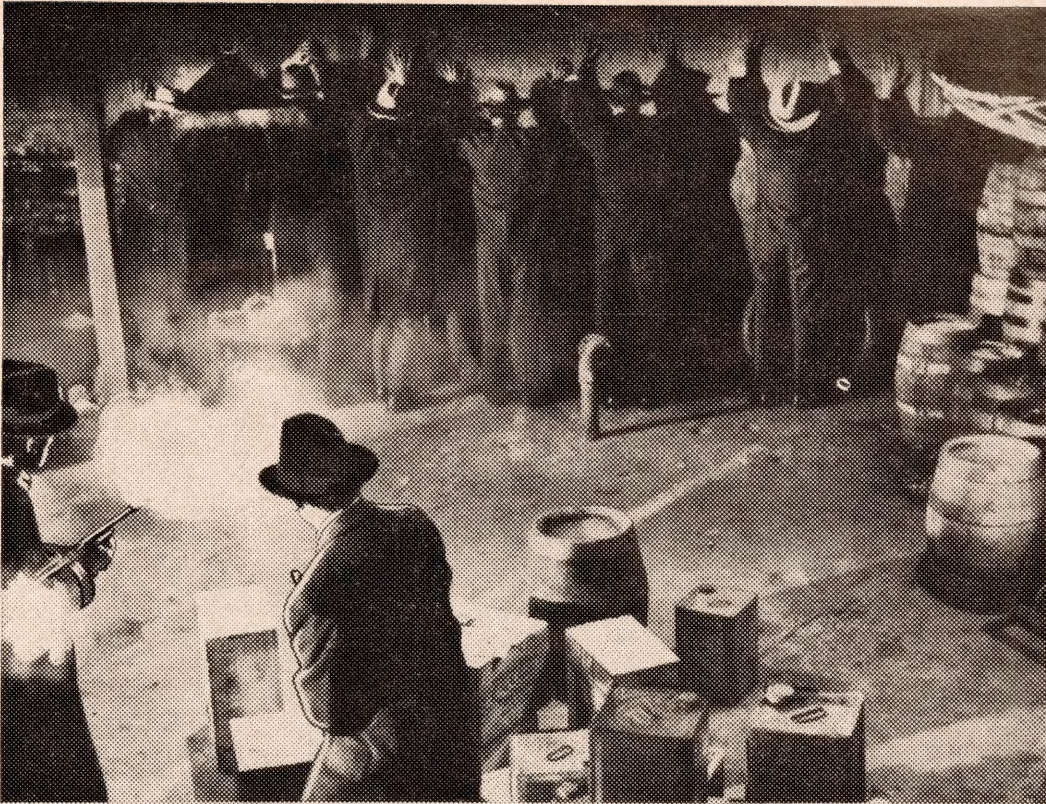
THE CAST

Al Capone	ROD STEIGER
Maureen	FAY SPAIN
Schaefer	JAMES GREGORY
Keely	MARTIN BALSAM
Johnny Torrio	NEHEMIAH PERSOFF
Bugs Moran	MURVYN VYE
Big Jim Colosimo	JOE DE SANTIS
Hymie Weiss	LEWIS CHARLES
O'Banion	ROBERT GIST
Bones Corelli	SANDY KENYON
Mr. Brancato	RAYMOND BAILEY
Tony Genaro	AL RUSCIO
Joe Lorenzo	LOUIS QUINN
Scalisi	RON SOBLE
Anselmo	STEVE GRAVERS
Ben Hoffman	BEN ARI
Pete Flannery	PETER DANE



AL CAPONE NO. 23

Rod Steiger, star of "Al Capone," gives co-star Fay Spain a rough time in this scene from the Burrows-Ackerman production for Allied Artists. The film is now at the theatre.



AL CAPONE

NO. 31

This is the infamous St. Valentine Day's Massacre, as depicted in "Al Capone," the Rod Steiger starring picture for Allied Artists. John Burrows and Leonard Ackerman produced "Al Capone," with Richard Wilson directing. In addition to Steiger, who won an Academy Award nomination for "On the Waterfront," the gripping film co-stars Fay Spain. A strong cast, including James Gregory, is also featured. The film is current at the theatre.

'Capone' Scar Is Masterpiece

David Grayson is not a star. Dave's just a makeup man, but he came close to being the hero of Allied Artists' "Al Capone," Rod Steiger starring picture now playing at the theatre.

Grayson, one of Hollywood's best makeup artists, spent more than two hours every morning during production of "Al Capone," affixing the famous trademark scar to the face of Steiger, portraying Capone.

Capone's scar was on the left side of his face, and, being a very vain man, he rarely allowed it to be photographed. Instead, he bared the right side of his face to lensmen, when it was absolutely necessary for his picture to be taken.

"It got," he smiled, "that I was living with that scar. I was never so glad to get rid of anything in my life," Steiger said of Grayson's handiwork.

Star Lectures At Drama Class

Rod Steiger, star of Allied Artists' "Al Capone," now playing at the theatre, is one man who doesn't forget.

Because his first dramatics teacher, Ben Ari, gave him so much help when he needed it 17-years ago, Steiger, now rated one of Hollywood's few top stars, devoted four hours weekly as a volunteer lecturer at Ben Ari's Dramatic Workshop in Hollywood.

During filming of "Al Capone," Steiger often worked within minutes of his lecture dates, at eight o'clock sharp, and would often report to the class without having had time to remove his makeup, including the famous Capone scar.

Steiger's main advice to the young people seeking help in dramatics was "be yourself." It was, he recalled, because Ben Ari, who also has a role in "Al Capone," urged him to be himself years ago in New York, that Steiger has made headway both on Broadway and in Hollywood.

"Al Capone" is a Burrows-Ackerman production for Allied Artists, with Richard Wilson directing. Fay Spain co-stars.

Dared

"Al Capone," an Allied Artists film now playing at the theatre, is the movie they dared Hollywood to make. Starring Rod Steiger as Capone, the Burrows-Ackerman production for Allied Artists spares no detail in telling the life story of America's one-time czar of crime. Fay Spain co-stars.

Al Capone Film Set For Early Local Screening

(Advance)

The picture they dared Hollywood to make, "Al Capone," will open at the theatre.

Starring one of Hollywood's all-time great actors, Rod Steiger, the man who won an Academy Award nomination for his stirring work in "On the Waterfront," "Al Capone," comes to the screen only after years of research and painstaking preparation.

"A study in evil," as it has been characterized by Steiger, "Al Capone" relates the life story of this nation's most powerful and relentless gangster — a man so powerful, in fact, that for a period of more than five years he was absolute boss of Chicago.

Produced by two young men with amazing ability, John H. Burrows and Leonard J. Ackerman for Allied Artists, "Al Capone" was made with an eye to stark reality, with no punches pulled.

Boasting one of the strongest supporting casts ever assembled, "Al Capone" comes to the screen buttressed with such able performers as Fay Spain, Murvyn Vye, James Gregory, Nehemiah Persoff and Martin Balsam.

Besides being "a study in evil," "Al Capone" carefully recreates that era in American history when graft and corruption were the order of the day; an era made possible, according to many, by the law of prohibition which turned out to be a boon to wrong-doers.

Unlike the average crime picture,

CREDITS

Produced by John Burrows and Leonard Ackerman; Directed by Richard Wilson; Written by Malvin Wald and Henry F. Greenberg; Photographed by Lucien Ballard, A.S.C.; Film Editor, Walter Hanne-mann, A.C.E.; Sound Recorder, Tom Lambert; Sound Editor, Charles Schelling; Production Manager, Lonnie D'Orsa; Production Designer, Hilyard Brown; Assistant Director, Lindsley Parsons, Jr.; Music by David Raksin; Music Editor, Harry Eisen; Montage Editor, Neil Brun-nenkant; Set Decorator, Joe Kish; Dialogue Supervisor, Joe Sargent; Script Supervisor, Stanley Scheuer; Gaffer, Lloyd Garnell; Construction Supervisor, George Troast; Special Effects, Dave Koehler; Property, Max Frankel; Wardrobe, Russell Hanlin and Sabine Manela; Make-up by Dave Grayson.

THE STORY

(Not For Publication)

It is 1920 in Chicago when Al Capone (Rod Steiger), young hustling hoodlum from Brooklyn, is taken in as bouncer by Chicago gambler Johnny Torrio (Nehemiah Persoff), whose uncle, Big Jim Colosimo (Joe De Santis), is the liquor and gambling Czar of Chicago's First Ward. When Al roughs up a customer unnecessarily, he's arrested and lectured by Police Sergeant Tom Schaefer (James Gregory), who becomes his relentless foe. Al is immediately freed by Torrio's lawyer, Brancato (Raymond Bailey). Now Torrio is visited by Dion O'Banion (Robert Gist) and henchmen Hymie Weiss (Lewis Charles) and Bugs Moran (Murvyn Vye), gang rulers of Chicago's North Side, who want to discuss cutting up the city between the two gangs. The question: "Who'll be Mr. Big?" Torrio says, Big Jim, of course, but when O'Banion disagrees, Capone sides with him. Then, unknownst to Torrio, Al has Colosimo killed in a power move. Again Al is questioned by Schaefer, and again he is sprung. The hoods who killed Big Jim also rubbed out his waiter and side-kick, Pete Flannery (Peter Dane). Torrio, upbraiding Al for the murders, says he'd better placate Mrs. Flannery, Maureen (Fay Spain). When he attempts to, with flowers and money, she throws him out as a common killer. Al, taken with the pretty 19-year-old widow, is momentarily stopped. Soon Al is big, surrounded by triggermen and body-guards, including Joe Lorenzo (Louis Quinn) and Tony Genaro (Al Ruscio). Because a new reform mayor, Dever, has taken over, Al and Torrio are forced to flee Chicago for Cicero, where they establish their headquarters by crooked voting and force. Riding high, Al again encounters Maureen. He has his hoods drag a half-dead guy to her apartment for him to "confess" that he, not Al, killed her husband. In time she becomes his "girl." When Big Bill Thompson again becomes mayor, Al returns to Chicago in style, but the war between the North Side boys and his gang is unrelenting. Al, forced into hiding in Miami, plans the St. Valentine Day's massacre, when most of the North Side boys, but not Moran, are wiped out. Moran forces Mack Keely (Martin Balsam), reporter chummy with the Chicago underworld, to help him frame Al on income tax evasion. Al hears of it and has Keely murdered. But Chicago is now aroused. Schaefer visits Al, serves him with an income tax evasion subpoena. Al is fined \$80,000 and sentenced to 11 years in Alcatraz. There the prisoners, whose relatives or friends he had harmed, take care of him their own way. Seven years later, and with an incurable disease, he is freed. He died, broken in mind and health, on January 25, 1947.

Pre-Hollywood Experiences Aid Fay Spain's Career

Fay Spain, who portrays Rod Steiger's girl friend in "Al Capone," with Steiger taking the title role, is a girl who's been around. "Al Capone," a Burrows-Ackerman production for Allied Artists, is due to open at the theatre.

"Whenever my mother re-married," Fay recounts, "the family moved to a new town. Because she re-married five times, we were usually on the go."

Fay herself did all right in this direction. When only 15 she was a cashier in a White Salmon, Wash., theatre. Her next step was to Frederick, Md., and the Braddock Heights Theatre.

"On Tuesdays, Thursdays and Saturdays," she recalls, "I was an actress. Mondays, Wednesdays and Fridays I baby-sat for the manager of the theatre, also an actress. It was a rough go, but I was learning."

When she won a scholarship at the University of Washington, she returned to the west coast where she continued her studies at the Cirque Theatre. But that was a far cry from Broadway, so once more she hit Route 66, New York bound. In the big city she got a job selling neckties from four in the afternoon until midnight. "It was the kind of place," she says, "where all the customers weren't interested in neckties."

Daytimes she scouted those elusive acting jobs, finally heading for the Borscht Belt of the Catskill Mountain resorts, that great proving ground for some of Hollywood's brightest names. She got \$25 a week and all the noodle soup she could eat. Nothing much came of this except added weight. So it was back to Hollywood, with a stopover at Reno, Nev., where she got a job as a lady dice dealer in one of the plush tourist-traps. When her boss stopped eight bullets in a little gambling fracas, she once more pulled stakes.

Now it was modelling and television that saved the day for Fay. In addition to two important "Playhouse 90" presentations, one of them "A Town Turned To Dust," in which Steiger also appeared, Fay ran the gamut from "Dragnet," "Big Town," "The Big Slide," with Red Skelton, to practically every western show on the air.

Her movie break was "God's Little Acre," in which she played

First

Fay Spain, who co-stars in Allied Artists' "Al Capone," now at the theatre, says that "God's Little Acre" was her first big film break. Fay portrays Rod Steiger's lady friend in "Al Capone," which followed "Acre." Richard Wilson directs the Burrows-Ackerman production.

Heads

Rod Steiger heads the cast of Allied Artists' "Al Capone," now playing at the theatre. Fay Spain co-stars in the brilliant screenplay of Al Capone's life, with Murvyn Vye, James Gregory, Martin Balsam, Nehemiah Persoff and others in support. Richard Wilson duction.



AL CAPONE NO. 3A

Darling Jill, a character in turn hoydenish, senuous, demure, gay, mischievous, sad and kind. When she won out over more than 100 girls for the role, she explained to the director, "I understand this girl. I've been around."



AL CAPONE NO. 2

Fay Spain co-stars in the Burrows-Ackerman production of "Al Capone" for Allied Artists. She plays a girl-friend of Capone, portrayed by Rod Steiger, who stars. The film is at the theatre.

Old Home Week For Film Actors

When Rod Steiger signed to portray the starring role in Allied Artists' "Al Capone," now playing at the theatre, he found himself among old friends.

When in New York, Steiger and three members of the cast, Nehemiah Persoff, Martin Balsam and Lewis Charles had appeared together in more than 50 "live" television shows.

What's more, Persoff and Balsam had both appeared with Rod in the excellent film, "The Harder They Fall," while Fay Spain, co-starred in "Al Capone," had acted with Rod in the outstanding television offering of "A Town Turned To Dust," on Playhouse 90.

"It was almost like old-home week," the actors agreed, as they readied themselves for scenes under the direction of Richard Wilson.

"We've worked so much together," Rod added, "that each of us knew how each of us would react to certain scenes. And that's a big help in a movie."



AL CAPONE NO. 3B

Rod Steiger (right), star of "Al Capone," a Burrows-Ackerman production for Allied Artists, bears a striking resemblance to the real Capone (left). The picture is currently being shown at the theatre. (Above scenes, 3A and 3B are on a 2-column mat.)

Steiger Visited By Al's Nemesis

During production of Allied Artists' "Al Capone," its star, Rod Steiger, was visited by Ed. D. (Rough House) Brown, the police officer who ordered Capone out of Los Angeles, when he tried to visit that city. "Al Capone," starring Steiger, is now playing at the theatre.

Brown, now 74 years old and still not a man to tangle with, was known as "the toughest cop on the force" when, 31 years ago, he told Capone quietly but firmly, that he had to get out of town.

"I remember it well," he told Steiger. "When I learned that he was at the Biltmore Hotel, I found him and said, 'Al, you're leaving tonight on the Chief. I'll be at the depot to see you off'."

"He didn't offer any argument. In fact he was quite subdued. He thanked me for not getting tough and rousting him around, and said I was the only cop he could remember who treated him decently."

Actual Names Enhance Story

Many real-life characters are depicted in Allied Artists' "Al Capone," now playing at the theatre.

In addition to the title role of Capone, portrayed by star Rod Steiger, the actual names used include Johnny Torrio, "Big Jim" Colosimo, Hymie Weiss, Dion O'Banion, and Bugs Moran. They are portrayed, respectively, by Nehemiah Persoff, Joe De Santis, Lewis Charles, Robert Gist and Murvyn Vye, all hand-screened and picked for the important roles.

The only fictitious character among the strong cast is played by Fay Spain, who is a sort of composite of Capone's many women friends.

Producers John H. Burrows and Leonard J. Ackerman who researched the important filmization of Capone's life, rightly believed that the more real-life characters they could put in the film, the more believable it would be. All of those so depicted are now deceased.

The men, all top-flight gangsters, comprised the north and southside crooks of Chicago, who were constantly in conflict for more and more power. Capone and Torrio ruled the south side, while Bugs and his boys had Chicago's north side under control. The many fights, including the St. Valentine's Day Massacre, resulted in attempted power grabs for more territory.

Richard Wilson directed "Al Capone" from a screenplay by Malvin Wald and Henry G. Greenberg.

Realistic Set For 'Al Capone'

Among the spectacular sets built for Allied Artists' "Al Capone," now playing at the theatre, was a replica of the Randolph Street underpass in Chicago during the nineteen-twenties.

Art director Hilyard Brown supervised construction of the gigantic set for the Rod Steiger starring picture. It finally occupied not only all of Stages 2 and 3 at Allied Artists, but also the street between them.

More than 700-yards in length, the subway served as the setting for a sensational killing, when two gunmen stalked a newspaperman believed guilty of infidelity to Capone. Martin Balsam of the New York stage, portrayed the defecting newsmen.

Brown's subway set was one of only 37 he had built for the exciting gangland picture which Richard Wilson directed for producers John H. Burrows and Leonard J. Ackerman. It was filmed for the production by famed Lucien Ballard.

Cast

A fine cast of New York stage actors were assembled to support Rod Steiger in Allied Artists' "Al Capone," now playing at the theatre. They include Nehemiah Persoff, Martin Balsam, Joe De Santis, Lewis Charles and Robert Gist. Fay Spain co-stars.



AL CAPONE

NO. 22

This is the famous "hand-shake murder" of Dion O'Banion (back to camera and played by Robert Gist) as depicted in "Al Capone," a Burrows-Ackerman production for Allied Artists. Others, left to right, are Steve Gravers, Ernest Molinari and Ron Sobel. Rod Steiger stars as Capone in the film now at the theatre.

Rod Steiger Plays Capone In Film Now Playing Here

Although he's only 34, Rod Steiger, who portrays the title role in "Al Capone," has already emerged as one of the giants of the screen.

His new film, a Burrows-Ackerman production for Allied Artists, is now at the theatre.

Intense, compulsive, a virtual dynamo of a man, young Steiger won an Academy Award nomination, in 1954, for his striking performance in "On the Waterfront." Earlier he won television's highest honor, the Sylvania Award, for the top TV portrayals of 1953. This high kudo was awarded him for outstanding performances in such television offerings as "You Are There," as Marty in "Marty" and the radar operator in "My Brother's Keeper." He was again a top contender for an Academy Award performance with "Oklahoma," in which he played "Jud."

Quiet, likeable, dedicated Rod Steiger says he turned to acting because he "likes girls." Here's the way it happened:

Following a five year hitch in the Navy, Rod got a civil service job with the Veterans Administration. The girls in the department were always busy when he tried to date them.

When he learned they spent their evenings at a small theatre group with the Veterans Administration, he hustled himself to the same group and immediately signed up. Fellow employees saw he had real talent and suggested he give acting his full time. Ironically, Rod had so little interest in acting before then that it was not until 1946 that he saw his first play.

His next stop was the New York Theatre Wing, then the Dramatic Workshop and finally, Elia Kazan's Workshop. His first professional role was a "bit" in the national company of "The Trial of Mary Dugan." From that moment on, a very dedicated Rod Steiger was virtually married to acting, which turned out to be a break not only for the theatre and movies, but to himself as well.

Steiger made his Broadway debut in ANTA's revival of Clifford Odet's "Night Music." In his early twen-

ties, he drew rave notices for his portrayal of the 55-year-old detective.

A perfect choice for "Al Capone," because of his intensiveness and the aggressiveness he brings to the compelling role, Steiger heads up a strong cast which includes lovely Fay Spain, James Gregory, Nehemiah Persoff, Murvyn Vye, Martin Balsam, Lewis Charles, Joe De Santis and Robert Gist.

"It is," Steiger says of the role, "one of the most challenging and interesting of any I've tackled."

John H. Burrows and Leonard J. Ackerman produced "Al Capone," with Richard Wilson directing for Allied Artists.

Al Capone Led Different Lives

Before they wrote "Al Capone," now playing at the theatre, authors Malvin Wald and Henry F. Greenberg researched their subject extremely well. "Al Capone" stars Rod Steiger and is an Allied Artists production.

Say Wald and Greenberg of Capone:

"He had a terrific impact of evil upon society. Here was a great executive; a leader of men. When at the top of his power he had 700 well-trained henchmen working for him. Here was a man with a dual personality.

"He could and did entertain famous leaders from legitimate businesses in his palatial Florida residence, and from the same mansion issue orders that brought death to his rivals in the underworld.

"If he hadn't chosen to have been a criminal, Capone might have risen to prominence in any number of respectable pursuits. He was a real Dr. Jekyll and Mr. Hyde."



AL CAPONE

NO. 21

This scene from "Al Capone," a Burrows-Ackerman production for Allied Artists, depicts a meeting of the Capone (second from left) mob with the Bugs Moran gang. Rod Steiger stars as Capone in the film now at the theatre.

THE NATION WENT ON A THRILL BINGE...AND CAPONE TOOK OVER!



It started with just illicit liquor, vice and gambling ... then while careless millions looked the other way, Capone built the infamous underworld syndicate we are still fighting today!

AL CAPONE

TRUE! AUTHENTIC!

THESE WERE THE CRIME BARONS OF CAPONE'S EMPIRE!

 **BIG JIM COLISIMO**
 **DION O'BANION**
 **BUGS MORAN**
 **JOHNNY TORRIO**

STARRING **ROD STEIGER** CO-STARRING **FAY SPAIN** **JAMES GREGORY** WITH **NEHEMIAH PERSOFF** MURVIN VEE

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON • Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS-ACKERMAN PRODUCTION

Ad Mat No. 601

6 cols. x 9"

(756 Lines)

601

SPAWNED BY A CARELESS, THRILL-CRAZED GENERATION!



AL CAPONE

It was the age of speakeasies and jazz...when everybody sinned, ginned and broke the laws...while a vicious crime lord almost took over the nation!

TRUE! AUTHENTIC!

THE GANG LORDS HE PUT ON THE SPOT!

 **BIG JIM COLISIMO**
 **DION O'BANION**
 **BUGS MORAN**

STARRING **ROD STEIGER** CO-STARRING **FAY SPAIN** **JAMES GREGORY** WITH **NEHEMIAH PERSOFF** MURVIN VEE

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401

Ad Mat No. 401

4 cols. x 5"

(280 Lines)

THE NATION WENT ON A THRILL BINGE...AND CAPONE TOOK OVER!



It started with just illicit liquor, vice and gambling ... then while careless millions looked the other way, Capone built the infamous underworld syndicate we are still fighting today!

AL CAPONE

TRUE! AUTHENTIC!

THESE WERE THE CRIME BARONS OF CAPONE'S EMPIRE!



BIG JIM COLISIMO **DION O'BANION** **BUGS MORAN** **JOHNNY TORRIO**

STARRING **ROD STEIGER** CO-STARRING **FAY SPAIN** **JAMES GREGORY** WITH **NEHEMIAH PERSOFF**

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON • Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS ACKERMAN PRODUCTION

502

Ad Mat No. 502

5 cols. x 7 1/2"

(525 Lines)

THE NO. 1 CRIME LORD OF ALL TIME!

TRUE! The "take" from his empire of illicit liquor, sin and other rackets was a shocking \$2,000,000 a WEEK! But he ended up in Alcatraz!



AL CAPONE

STARRING **ROD STEIGER**

CO-STARRING **FAY SPAIN** **JAMES GREGORY** WITH **NEHEMIAH PERSOFF** **MURVYN VEE**

His life and secrets are a record of infamy!

An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON • Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS ACKERMAN PRODUCTION

302

Ad Mat No. 302

3 cols. x 7 1/2"

(315 Lines)

The Story No One Dared Film...Until Now!

LIFE AND CRIMES OF THE NO. 1 UNDERWORLD KING OF ALL TIME!

AL CAPONE



STARRING **ROD STEIGER**

CO-STARRING **FAY SPAIN** **JAMES GREGORY** WITH **NEHEMIAH PERSOFF** **MURVYN VEE**

An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON • Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS ACKERMAN PRODUCTION

206

Ad Mat No. 206

2 cols. x 7"

(196 Lines)

The Story No One Dared Film...Until Now

LIFE AND CRIMES OF THE NO. 1 UNDERWORLD KING OF ALL TIME!



STARRING **ROD STEIGER**

CO-STARRING **FAY SPAIN** **JAMES GREGORY** **MARTIN BALSAM** **WITH NEHEMIAH PERSOFF** **MURVYN VYE**

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS-ACKERMAN PRODUCTION

An ALLIED ARTISTS Picture

Ad Mat No. 207

2 cols. x 8 1/4"

(231 Lines)

SYMBOL OF AMERICA'S MOST INCREDIBLE ERA!

It was the age of
speakeasies and jazz...
when everybody sinned,
ginned and broke
the laws... while
a vicious crime lord
almost took over
the nation!

AL CAPONE



WITH HIS
EVIL "TAKE"
OF
\$2,000,000
A WEEK
HE BOUGHT
ANYTHING
OR ANYONE
HE WANTED!



STARRING **ROD STEIGER**

CO-STARRING **FAY SPAIN** **JAMES GREGORY** **MARTIN BALSAM** **WITH NEHEMIAH PERSOFF** **MURVYN VYE**

An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON

Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS-ACKERMAN PRODUCTION

305

Ad Mat No. 305

3 cols. x 12 1/2"

(525 Lines)

TRUE! AUTHENTIC! FEARLESSLY TOLD!



LIFE AND CRIMES
OF THE NO. 1
UNDERWORLD KING
OF ALL TIME!

AL CAPONE

STARRING **ROD STEIGER**

CO-STARRING **FAY SPAIN**

CO-STARRING **JAMES GREGORY** **MARTIN BALSAM** **WITH NEHEMIAH PERSOFF**

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RAKSIN • A BURROWS-ACKERMAN PRODUCTION

204

Ad Mat No. 204

2 cols. x 4 1/2"

(126 Lines)

HE RULED AMERICA'S MOST INFAMOUS ERA!

No. 1 underworld king of all time! His "take" from vice, illicit liquor and gambling was \$2,000,000 a week! He invented the "ride" and the rub-out and gave gangland the tommy gun!

AL CAPONE

STARRING **ROD STEIGER**

TRUE!
AUTHENTIC!
Fearlessly
filmed!



When he owned a woman there was no escape!

CO-STARRING **FAY SPAIN** **JAMES GREGORY** **MARTIN RALSAM**
WITH **NEHEMIAH PERSOFF** **MURVYN VYE**
An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RASIN • A BURROWS-ACKERMAN PRODUCTION

SYMBOL OF AMERICA'S MOST INCREDIBLE ERA!

It was the age of speakeasies and jazz... when everybody sinned, ginned and broke the laws... while a vicious crime lord almost took over the nation!

AL CAPONE



WITH HIS EVIL "TAKE" OF \$2,000,000 A WEEK HE BOUGHT ANYTHING OR ANYONE HE WANTED!

STARRING **ROD STEIGER**

CO-STARRING **FAY SPAIN** **JAMES GREGORY** **MARTIN RALSAM** WITH **NEHEMIAH PERSOFF** **MURVYN VYE**
An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • Music by DAVID RASIN • A BURROWS-ACKERMAN PRODUCTION

THE STORY NO ONE DARED FILM...UNTIL NOW!

NO. 1 UNDERWORLD CZAR OF ALL TIME!

He ruled America's most infamous era!

\$2,000,000 A WEEK WAS HIS APPALLING "TAKE"

AL CAPONE

FEARLESSLY TOLD! TRUE! AUTHENTIC!

THE LIFE
AND CRIMES
OF THE NO.1
UNDERWORLD
CZAR OF
ALL TIME!



**AL
CAPONE**

STARRING **ROD
STEIGER**

co-starring **FAY SPAIN**

JAMES GREGORY • **MARTIN BALSAM** • **NEHEMIAH PERSOFF** An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • DAVID BAISIN • A BURROWS ACKERMAN PRODUCTION

205

Ad Mat No. 205

2 cols. x 6 1/2"

(182 Lines)

TRUE! FEARLESSLY TOLD!

\$2,000,000
A WEEK
WAS HIS
APPALLING
"TAKE"!



AL CAPONE

STARRING **ROD
STEIGER**

co-starring **FAY SPAIN**

An ALLIED ARTISTS Picture

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • DAVID BAISIN • A BURROWS ACKERMAN PRODUCTION

Ad Mat No. 203

2 cols. x 3 1/4"

(91 Lines)

He Ruled
America's
Most Law-
less Era!



**AL
CAPONE**

HIS LIFE AND CRIMES LAID BARE!

An ALLIED ARTISTS Picture

Ad Mat No. 303

3 cols. x 1 1/2"

(63 Lines)

When he
owned a
woman
there
was no
escape!



TRUE! AUTHENTIC!
FEARLESSLY TOLD!

An ALLIED ARTISTS Picture

STARRING
ROD STEIGER

CO-STARRING **FAY SPAIN** • **JAMES GREGORY** • **MARTIN BALSAM** • **NEHEMIAH PERSOFF**

Produced by JOHN BURROWS and LEONARD ACKERMAN • Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG • DAVID BAISIN • A BURROWS ACKERMAN PRODUCTION

Ad Mat No. 210

2 cols. x 18"

210
(504 Lines)

SPAWNED BY A CARELESS, THRILL-CRAZED GENERATION!

AL CAPONE

It was the age of speakeasies and jazz...when everybody sinned, ginned and broke the laws...while a vicious crime lord almost took over the nation!

TRUE! AUTHENTIC!



THE GANG LORDS HE PUT ON THE SPOT!



BIG JIM COLISIMO



DION O'BANION



BUGS MORAN

STARRING **ROD STEIGER** CO-STARRING **FAY SPAIN** **JAMES GREGORY** WITH **NEHEMIAH PERSOFF** **MURVYN VEE**

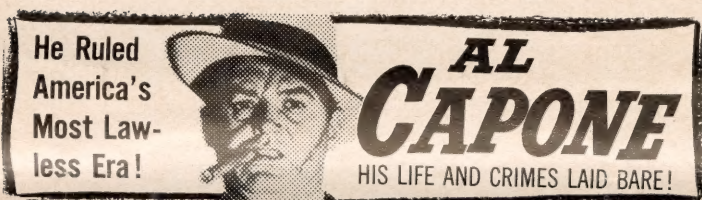
Produced by JOHN BURROWS and LEONARD ACKERMAN · Directed by RICHARD WILSON · Written by MALVIN WALD and HENRY F. GREENBERG · Music by DAVID HARSIN · A BURROWS ACKERMAN PRODUCTION · An ALLIED ARTISTS Picture

503

Ad Mat No. 503

5 cols. x 6 1/4"

(437 Lines)



201

Ad Mat No. 201

2 cols. x 1"

(28 Lines)



An ALLIED ARTISTS Picture

102

Ad Mat No. 102
1 col. x 1" (14 Lines)

HE RULED AMERICA'S MOST INFAMOUS ERA!



STARRING **ROD STEIGER** CO-STARRING **FAY SPAIN**
ALLIED ARTISTS presents

105

Ad Mat No. 105
1 col. x 5" (70 Lines)

HIS TRUE STORY...FEARLESSLY TOLD!
VICE LORD of AMERICA'S WILDEST ERA!



CO-STARRING **FAY SPAIN** An ALLIED ARTISTS Picture

104

Ad Mat No. 104
1 col. x 3 1/2" (49 Lines)

HE RULED AMERICA'S WILDEST ERA!

The No. 1 Underworld Lord of All Time!

AL CAPONE

An ALLIED ARTISTS Picture

304

Ad Mat No. 304

STARRING **ROD STEIGER**

When Capone owned anyone there was no escape!



CO-STARRING **FAY SPAIN**

3 cols. x 3"

(126 Lines)

TEASER ADS

The life and
crimes of the No. 1
underworld king
of all time!

**AL
CAPONE**

THE STORY NO ONE DARED FILM...UNTIL NOW!



T-1

The life and
crimes of the No. 1
underworld king
of all time!

**AL
CAPONE**

THE STORY NO ONE DARED FILM...UNTIL NOW!



T-4



He invented the rub-out and the
one-way "ride" and introduced
the tommy gun to gangland!

**AL
CAPONE**

THE STORY NO ONE DARED
FILM...UNTIL NOW!

T-2



He invented the rub-out and the
one-way "ride" and introduced
the tommy gun to gangland!

**AL
CAPONE**

THE STORY NO ONE DARED
FILM...UNTIL NOW!

T-5

The "take" from his infamous empire of vice,
illicit liquor and gambling was
\$2,000,000 a week!

**AL
CAPONE**

THE STORY NO ONE DARED
FILM...UNTIL NOW!



T-3

The "take" from his infamous empire of vice,
illicit liquor and gambling was
\$2,000,000 a week!

**AL
CAPONE**

THE STORY NO ONE DARED
FILM...UNTIL NOW!



T-6

COMPLETE CAMPAIGN MAT

ALL THE AD AND SCENE CUTS BELOW AVAILABLE ON ONE BIG BARGAIN MAT!

ORDER "AL CAPONE" SPECIAL MAT NO. 1 FROM NATIONAL SCREEN

NOTE: Any of These Mats May Be Ordered Singly at the Regular Price. Order by Number Under the Cut.

**INFAMOUS SYMBOL OF AN ERA
AMERICA WILL NEVER FORGET**



STARRING **ROD STEIGER** CO-STARRING **FAY SPAIN** **JAMES GREGORY**
An ALLIED ARTISTS Picture
Produced by JOHN BURROWS and LEONARD ACKERMAN - Directed by RICHARD WILSON
Written by MALVIN WALD and HENRY F. GREENBERG
With DAVID RAKSHIN
NEHEMIAH PERSOFF
208

Ad Mat No. 208

2 cols. x 7"

(196 Lines)



AL CAPONE NO. 1

**HE RULED AMERICA'S
MOST INFAMOUS ERA!**



JAMES GREGORY NEHEMIAH PERSOFF
An ALLIED ARTISTS Picture
106

Ad Mat No. 106
1 col. x 7 1/4" (101 Lines)

NO. 1 VICE LORD OF ALL TIME!



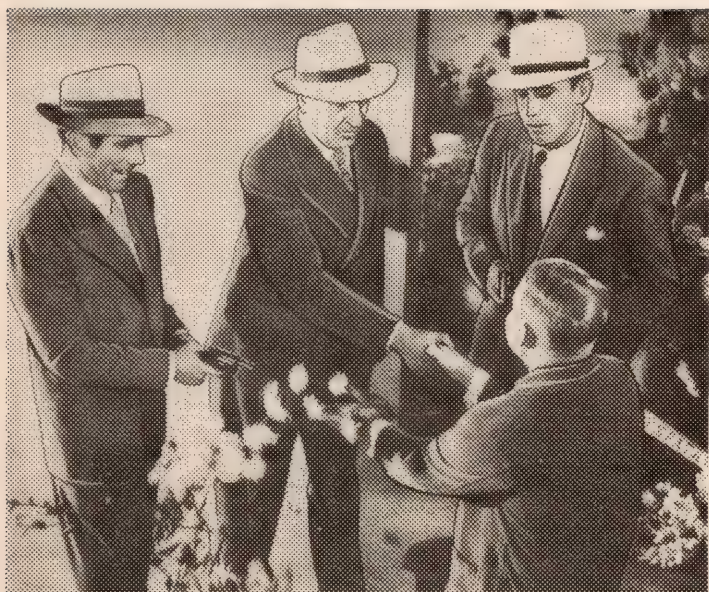
STARRING **ROD STEIGER**
An ALLIED ARTISTS Picture
103

Ad Mat No. 103
1 col. x 2 1/2" (35 Lines)



An ALLIED ARTISTS Picture
101

Ad Mat No. 101
1 col. x 1" (14 Lines)



AL CAPONE NO. 22

**HE RULED
AMERICA'S
WILDEST ERA!**

The No. 1 Underworld
Lord of All Time!



An ALLIED ARTISTS Picture
STARRING **ROD STEIGER** **FAY SPAIN**
202

Ad Mat No. 202

2 cols. x 2"

(56 Lines)

A REPORT FROM THE NATION'S CAPITOL ... To Every Theatregoer In YOUR Town!

JOHN L. MCCLELLAN, ARK., CHAIRMAN
IRVING M. IVES, N. Y., VICE CHAIRMAN
JOHN F. KENNEDY, MASS. KARL E. MUNDT, S. DAK.
SAM J. ERVIN, JR., N. C. BARRY GOLDWATER, ARIZ.
FRANK CHURCH, IDAHO CARL T. CURTIS, NEBR.
ROBERT F. KENNEDY, CHIEF COUNSEL

United States Senate

SELECT COMMITTEE ON
IMPROPER ACTIVITIES IN THE LABOR
OR MANAGEMENT FIELD
(PURSUANT TO S. RES. 221, 85TH CONGRESS)

February 5, 1959

Mr. John H. Burrows
Mr. Leonard Ackerman
Allied Artists Pictures Corporation
4376 Sunset Drive
Hollywood 27, California

Dear Messrs. Burrows and Ackerman:

Last night through your courtesy I was privileged to see the AL CAPONE motion picture. You were most kind indeed to arrange this showing of it for the convenience and enlightenment of the Senate Select Committee and its staff. We all greatly enjoyed it.

I was forcefully impressed with its penetrating and powerful portrayal of an era of gangsterism and crime in our nation's history that should never be permitted to recur. This picture should be shown throughout the land. Every citizen of this country should have the opportunity to see it. In my judgment it will have a potent influence for the maintenance of law and order and for the preservation of decent society in our country.

Sincerely yours,


John L. McClellan
Chairman

U.S. Senate Rackets Probe Chief Lauds 'Al Capone' . . .

Letter Offers Unusual Opportunity For Special Publicity Breaks!

Following a special showing of "Al Capone" to the U.S. Senate Rackets Investigating Committee in Washington, D.C., its chairman, John L. McClellan sent the above letter to the producers John Burrows and Leonard Ackerman. The letter speaks for itself. Handled in a proper and dignified manner, it will help your "Al Capone" publicity campaign.

This prestige letter, with local tie-in copy imprinted on the bottom, will make an ideal mailing piece. If you have been neglecting your mailing list, by all means activate it with this attraction. A three column mat of this letter is also available, and is free on request. With Senator McClellan

in the news every day, you should have little difficulty in planting it in your newspaper.

If you want an enlargement of this letter, it is a simple matter to blow it up to any size you desire. Blown up and surrounded with production stills, the display is a natural eye-catcher. Use it well in advance, and out front, current. Make up additional enlargements to use in away from the theatre locations.

Order the free three column mat from Allied Artists Pictures, 165 W. 46th St., New York 36, N.Y., or from Allied Artists Exploitation Dept., 4376 Sunset Drive, Hollywood, Calif.

Pyramid's 'Al Capone' Paperbacks On 110,000 Bookracks



Publishers Launch All-Out Promotional Campaign

Pyramid Books, one of the largest of the popular paperback publishers, is getting behind its 35 cent special edition of "Al Capone" by John Roeburt with one of the biggest printings and most intensive selling campaign ever to back a movie edition of a book! Bearing prominent picture credits with art of Rod Steiger as Al Capone, (illustrated left is the front cover and a portion of the back cover) Pyramid's edition will be carried in more than 110,000 bookstores, drug stores, chain stores and newsstands, coordinating with "Al Capone" playdates across the country. Here is what Pyramid is doing:

FULL COLOR DISPLAY PIECES on a "read-it-see-it" theme will accompany the books and special promotion to wholesalers will stress the tie-in of their sales drive with your playdates.

COORDINATED ADS will appear in other Pyramid Books for April and May and in the national magazines **MAN'S MAGAZINE** and **CHALLENGE FOR MEN**.

PRE-PUBLICATION COPIES of the book are being sent to all newspaper columnists, editors, radio and TV reviewers.

DISTRIBUTION: The book is being distributed in every city and town in the country by McFadden Publications, Inc. Their 60 experienced field men will work with you. Get in touch with the McFadden representative in your area through your local independent wholesaler or contact: Mr. Arthur Hale, McFadden Publications, Inc., 205 East 42nd Street, New York 17, N.Y.

The entire promotion facilities of the Pyramid Books organization will pitch in to make the book tie-in an important segment of your selling campaign. Use all the showmanship angles at your disposal to get the maximum out of this promotion, such as, books as prizes; lobby and window displays; contests; giant-size book street bally, etc.

Factual Information On Al Capone

The following data, the incredible rise and fall of Al Capone, will acquaint the present generation with the facts of his life. This information is excellent material for newspapers, radio and television.

Al Capone was born in Italy, January 17, 1899. He quit school in the fourth grade. During World War I he served in the American Expeditionary Forces.

Before going to Chicago, he was wanted in Brooklyn for two murders while only 23.

His first recorded Chicago crime was ramming a parked taxi with his car and threatening to kill the cab driver.

His estimated 1927 earnings from all sources was said to be \$105,000,000. The rackets included beer, liquor, alky cooking, gambling, vice, dance halls and resorts and miscellaneous rackets. His personal armored car weighed seven tons.

After being barred from even visiting Los Angeles, Philadelphia, New Orleans, St. Petersburg, Florida, and Nassau, he bought a villa on Palm Island, Fla. At one time he owned 200 ties, 50 suits, 2 dozen pair of shoes and his personal fortune was estimated at over \$50,000,000.

Uncle Sam finally caught up with him on a tax evasion charge. In 1931 he pleaded guilty and the court turned down his offer to settle the tax claim for \$4,000,000 for a light sentence. On October 24, 1931, he was convicted as charged, sentenced to 11 years in prison and a \$50,000 fine. He died January 25, 1947.

"I Lived In Chicago When...."

There may be in your town a former law enforcement officer or newspaper man who lived in Chicago during the Capone reign. The officer may have known Capone personally, or, he may have had a hand in the several futile attempts at bringing charges against the gang chief. Or he may be a newspaper man who at some time interviewed the gangster. If such a person is available, you can win a tremendous amount of publicity by having that person interviewed on television or radio. It would make an excellent newspaper story, too.

(The stunt is intended to be used away from the Chicago area).

Armored Car Street Bally

During his reign as Chicago's crime chief, Capone, always in danger of becoming a human target, rode around in a huge, black, armored limousine, even to the extent of having slots for firearms. If you can find a somewhat similar type of car, use it as a street bally. The car should be big and black, similar to the models used by funeral directors in 1923 through 1929. Have your sign artist paint (using water color so it can be washed off) gun slots and the name "Al Capone" inscribed on the doors.

"THE BALLAD OF AL CAPONE" IS THE TITLE OF THE NEW POP SONG BY DAVID RAKSIN, COMPOSER OF HIT TUNES

David Raksin, one of the nation's most talented and prolific tunesmiths who composed and conducted the original music score for "Al Capone," has composed an exciting pop tune, "The Ballad of Al Capone," for release to tie in with the national openings of the picture. Raksin's most popular hit song was "Laura" for the picture of the same name, which, next to Hoagy Carmichael's "Stardust," is the most recorded tune in the history of the music business. Raksin's score for the picture "Separate Tables," as we go to press, has been nominated for an Academy Award.

"The Ballad of Al Capone," composed in the popular beat of the day, has lyrics written by Malvin Wald and Henry F. Greenberg, authors of the story and script. Negotiations are under way for a big name vocalist to record the song. Theatre managers and publicists are advised to check with their local record distributors and disc jockeys.

Special Preview Screening

A special preview screening for the right people is bound to result in plenty of advance publicity via newspapers and word of mouth. Those invited should include the heads of your law enforcement departments, judges, your town's leading criminal lawyers, newspaper editors, columnists, motion picture and dramatic critics, radio and television commentators, etc. Arrange to tape interviews following the screening to record the quotes for a program to be broadcast just prior to your opening.

Sell Steiger on TV Pages

Rod Steiger, in the title role, gives the greatest acting performance of his career. He is known to the many millions of the nation's television viewers, having starred in many top TV roles. In 1953 he won the Sylvania Award for his high calibre portrayals of Andre Vishinsky in "You Are There;" Rudolph Hess in another of the same series. His television portrayal of "Marty" established him as television's top dramatic actor. Supply TV editors with portrait art or pressbook mats.

'AL CAPONE'

Starring

ROD STEIGER

Newspaper Feature



Al Capone (Rod Steiger) is shown at the height of his infamous career as the top man in Chicago. Illicit rackets brought him over \$100,000,000 a year.



After Big Jim Colosimo's funeral, whose death was engineered by Capone, the "boys" meet to regulate the business by dividing Chicago into two territories. Left to right are Torrio (Nehemiah Persoff), Capone, O'Banion (Robert Gist), Bugs Moran (Mervyn Vye) and Hymie Weiss (Louis Charles).



Maureen Flannery (Fay Spain), widowed by the murder of her husband, accuses Capone of the crime when he attempts to make love to her. She becomes his "girl" after he convinces her of his innocence. When she learns the truth, she leaves him.



Fearing that O'Banion was getting too big, Capone sends three of his hired killers to do the job. At O'Banion's florist shop, the trio (left to right), Anselmo (Steve Gravers), Pietro (Ernest Molinari) and Scalisi (Ron Soble), obey orders as O'Banion, kneeling, pleads for his life.



The St. Valentine Day's massacre of Bugs Moran's henchmen finally aroused the entire nation, and it marked the beginning of the end of Capone. Shortly after, Uncle Sam finally caught up with him. Arrested and convicted for tax evasion, he was given an 11 year sentence at Alcatraz. Released after seven years, he died in 1947.

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Radio Spots and Television Aids Will Sell Tickets

RADIO TRANSCRIPTIONS

Five highly dramatic radio spots are contained on one platter and available to you gratis. In the brief time allotted, the narrator has succeeded in capturing the violent life and loves of Al Capone during the roaring 20's. The spots are 60, 30 and 10 seconds in length. The two longer spots have 10 second open ends for local tie-in copy, while the 10 second spot is primarily for use on station breaks. With radio listening at an all time high, the transcription can be one of your most important media in your campaign. WHEN ORDERING PLEASE GIVE US YOUR PLAYDATE, SO WE CAN SHIP ACCORDINGLY.

TELEVISION TRAILERS

Designed for only one purpose—to sell tickets—the set of 16mm television trailers is available at no cost to you. The trailers contain scenes that highlight the dramatic moments of the film plus strong selling copy. Each trailer in the set provides sufficient silent ends to permit announcer to come in with local tie in copy. When ordering please give us your playdate, the call letters and channel number of the TV station on which they will be run. Rod Steiger, one of television's top dramatic stars, is known to millions of TV viewers, a fact which makes the TV trailers a strong selling factor.

TELEVISION SLIDES

The "Al Capone" television slide, shown here, is available at \$4.00 each, postage prepaid. The cost also includes the imprinting of theatre, playdate and TV station ID. However, if you want this information on it, please be sure to give the details when ordering.



All orders must be accompanied by money order or check. Order direct from CHATIS ART DISPLAYS, 6453 SUNSET BLVD., HOLLYWOOD 28, CALIF. Please allow sufficient time for mailing.

Order Radio Transcriptions and/or Television Trailers from Allied Artists Pictures, 165 West 46th Street, New York 36, N.Y. or from Allied Artists Exploitation Dept., 4376 Sunset Dr., Hollywood 27, Calif.

Police Lobby Exhibit

Your local police chief may be able to supply you with material for an interesting lobby exhibit. The display should include police uniforms worn during the roaring 20's as well as sawed-off shotguns, tommy guns and other weapons used by gangsters of that era. One of the shot guns should be placed in a violin case, a common practice in those days. A display of police "wanted" posters of nationally known public enemies would add authenticity to the display. Tie in the picture with a liberal display of production stills and posters.

Tie-In Stills

Exploitation Stills Numbers 1, 2, and 3, featuring Fay Spain with Hollywood Bread, modeling a raincoat and holding a bottle of Dad's root beer are available for local tie-ins.

Order from Allied Artists, Hollywood.



SOCK DISPLAYS FOR THEATRE FRONT AND LOBBY

DRAMATIC LIFE-SIZE STANDEE A "MUST!"

The striking figure of Rod Steiger as Al Capone (left) is the work of Reynolds Brown one of Los Angeles' top ranking artists. Enlarged to life size and cut out, it makes an eye-catching lobby standee. If you wish to have it done locally, an 8" x 10" glossy photo is available on request.

Life-size blow-ups of the art, printed on A-1 photographic stock, are available at \$10.00 per copy. Order direct from Chatis Art Displays, 6453 Sunset Blvd., Hollywood. Mail check with order.

"CHARACTER" BOARD

On the right is a suggestion for a "character" board that will serve to acquaint your patrons with the principal members of the infamous Al Capone billion dollar crime syndicate. Made as a 40" x 60," it will make a most interesting piece in your lobby or theatre front. The set of six stills, available at \$1.00, may be ordered from Allied Artists Exploitation Dept., Hollywood.

PAGE 2 OF THIS PRESSBOOK, BLOW-UP, MAKES AN EXCELLENT SELLING PIECE. USE IT WELL IN ADVANCE!

CRIME'S "WHO'S WHO" Chicago 1923-1929

As They LIVED and DIED!



Johnny TORRIO
He Loved Money



AL CAPONE
"Mr. Big"
He Loved Power



Bugs MORAN
He Hated Capone



Dion O'BANION
He Loved Flowers



Hymie WEISS
He Loved Action



Big Jim COLOSIMO
He Loved Opera

Don't Miss ALLIED ARTISTS' "AL CAPONE" starring ROD STEIGER



TWENTY-FOUR SHEET



SIX SHEET



INSERT CARD



THREE SHEET



22 x 28 LOBBY CARD (A)

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ONE SHEET



22 x 28 LOBBY CARD (B)



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